

Pierce County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 353	N = 2,935
Percent of Statewide Calls	14.5%	100.0%
Percent of State Population in County¹	11.9%	100.0%

	County %	State %
Gender	N = 346	N = 2,565
Female	69.1%	63.8%
Male	30.9%	36.2%
Race/Ethnicity	N = 312	N = 2,185
People of Color	16.7%	13.0%
White	83.3%	87.0%
Age	N = 336	N = 2,379
Less than 18 years old	1.5%	1.7%
18 - 24 years old	15.2%	15.7%
25 - 34 years old	22.3%	23.3%
35 - 44 years old	27.1%	26.0%
45 years and older	33.9%	33.2%
Education	N = 325	N = 2,267
Did not graduate high school	19.7%	19.5%
High school graduate	34.5%	33.3%
Some college/vocational school	36.3%	35.3%
College graduate	9.5%	11.9%
Caller Type	N = 353	N = 2,685
General Information	3.4%	10.5%
Health care provider	2.5%	3.2%
Tobacco user	94.1%	86.3%
Payer Type	N = 271	N = 1,774
Insured	31.7%	29.4%
Uninsured	28.4%	30.4%
Medicaid	39.9%	40.2%
Heard About	N = 312	N = 2,220
Past caller	14.7%	14.0%
Employer/worksites	1.9%	1.1%
Health care provider	33.0%	29.8%
Television	11.5%	13.7%
Outdoor advertisement (billboard/bus/wall)	5.1%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	1.3%	1.1%
Newspaper/Magazine	0.6%	0.5%
Brochure/Newsletter	5.8%	5.6%
Family or friend	20.2%	24.7%
Health Department	5.8%	4.1%
School	0.0%	0.6%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.